

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
EFFECTIVE DATE:	07/01/2005		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Chalone Wine Group, Ltd.		07/01/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Diageo North America, Inc.		
Street Address:	801 Main Avenue		
City:	Norwalk		
State/Country:	CONNECTICUT		
Postal Code:	06851-1127		
Entity Type:	CORPORATION: CONNECTICUT		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2976713	PROVENANCE VINEYARDS	
CORRESPONDENCE DATA			
Fax Number:	(415)393-9887		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	4159540200		
Email:	trademark@ssd.com		
Correspondent Name:	Caroline H. Mead, Esq.		
Address Line 1:	One Maritime Plaza		
Address Line 2:	Suite 300		
Address Line 4:	San Francisco, CALIFORNIA 94111-3492		
ATTORNEY DOCKET NUMBER:	36538.188		
NAME OF SUBMITTER:	Caroline H. Mead, Esq.		
Signature:	/caroline mead/		

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REEL: 003271 FRAME: 0655

Date:

03/17/2006

Total Attachments: 4

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**PROVENANCE VINEYARDS TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT (this "Assignment") is made and entered into as of July 1, 2005 (the "Effective Date") by and between The Chalone Wine Group, Ltd., a California corporation ("Assignor"), and Diageo North America, Inc., a Connecticut corporation ("Assignee").

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor in all countries throughout the world, all of its right, title, and interest in and to the trademarks set forth in Exhibit A, whether or not registered, and all applications therefor, along with any and all good will relating thereto (the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, Assignor hereby sells, assigns, transfers, and conveys to Assignee and its successors, assigns, and nominees absolutely and in perpetuity, Assignor's entire right, title, and interest worldwide in and to the Marks, together with the goodwill associated therewith, and including the right to sue for and receive all damages from past infringements of the Marks arising prior to the Effective Date, the same to be held and enjoyed by Assignee, its successors, assigns, and legal representatives.

This Assignment may be executed in any number of counterparts, each of which shall be an original, but of all which together shall constitute one instrument.

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

THE CHALONE WINE GROUP, LTD.

DIAGEO NORTH AMERICA, INC.

By: 

By: \_\_\_\_\_

Name: Shawn Lenroy Blom

Name: \_\_\_\_\_

Title: VP of Finance, CFO

Title: \_\_\_\_\_

**EXHIBIT A****The Marks****Registered Trademarks**

TRADEMARK	COUNTRY	STATUS	REG. #	REGISTRATION DATE
PROVENANCE VINEYARD	EU	Registered	2,569,374	9/3/2003
PROVENANCE VINEYARD	Japan	Registered	4,677,442	5/30/2003
PROVENANCE VINEYARD	Mexico	Registered	759,084	8/16/2002
PROVENANCE VINEYARD	Switzerland	Registered	529203	12/29/2004
PROVENANCE VINEYARDS	USA	Registered	2,976,713	7/26/2005

**Pending Trademark Applications**

TRADEMARK	COUNTRY	STATUS	SERIAL #	FILING DATE
PROVENANCE VINEYARDS	Canada	Allowed	1,130,189	2/5/2002

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**PROVENANCE VINEYARDS TRADEMARK ASSIGNMENT**

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WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor in all countries throughout the world, all of its right, title, and interest in and to the trademarks set forth in Exhibit A, whether or not registered, and all applications therefor, along with any and all good will relating thereto (the "Marks").

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, as of the Effective Date, Assignor hereby sells, assigns, transfers, and conveys to Assignee and its successors, assigns, and nominees absolutely and in perpetuity, Assignor's entire right, title, and interest worldwide in and to the Marks, together with the goodwill associated therewith, and including the right to sue for and receive all damages from past infringements of the Marks arising prior to the Effective Date, the same to be held and enjoyed by Assignee, its successors, assigns, and legal representatives.

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IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

THE CHALONE WINE GROUP, LTD.

DIAGEO NORTH AMERICA, INC.

By: \_\_\_\_\_

By: 

Name: \_\_\_\_\_

Name: Eliot Basner

Title: \_\_\_\_\_

Title: Assistant Secretary

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